

Marketing
Washington State University Extension
A Guide for Volunteers



Helping You Put Knowledge To Work

Marketing Washington State University Extension

Welcome to Washington State University Extension and thank you for your valuable service! This marketing plan is aimed at helping you be an effective communicator, which in turn will help build support for the organization and your specific project.

WSU Extension serves hundreds of thousands of people throughout the state each year. Our programs are diverse, reaching many different groups and covering many different topics. Effective marketing provides unity and increases understanding of this diversity. The following checklist will help you represent WSU Extension and ensure that our message is clear and consistent.

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For a complete list of guidelines, go to

 <http://ext.wsu.edu/identity>

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Our Name

Refer to your county Extension office as:

Washington State University
(name of) County Extension

Customized logos have been created for each county.

They are available at:



<http://ext.wsu.edu/identity/counties.html>

WASHINGTON STATE UNIVERSITY



ADAMS COUNTY EXTENSION

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Our Logo & Tagline

Our logo and tagline (below) should be used on all printed material and signs, along with our name, as specified above.

WASHINGTON STATE UNIVERSITY



EXTENSION

World Class. Face to Face.

WASHINGTON STATE UNIVERSITY



EXTENSION

World Class. Face to Face.

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Our Colors

A consistent color scheme used on printed materials greatly enhances recognition. Our colors are crimson (PMS 201) and gray (PMS 431). A screen of 65% black can be substituted for gray.

4

Our “Look”

All materials developed for distribution must use the university design standards. Guidelines for developing materials with the Washington State University “look” can be found at

<http://ext.wsu.edu/identity>



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Our Mission Statement

A formal mission statement forms the basis of a good marketing plan. Our mission statement reflects the purpose and philosophy of Washington State University Extension. It ensures a good fit between programs and educational purpose.

Our mission statement is:

Washington State University Extension engages people, organizations, and communities to advance knowledge, economic well-being, and quality of life by fostering inquiry, learning, and the application of research.




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Our Strengths

- Unbiased research-based information
- Practical education meeting local needs and solving local problems
- Diverse, highly qualified faculty and staff
- Well-trained volunteers increasing faculty effectiveness
- Interdisciplinary approach to addressing human issues
- Two-way interaction between the University and the people it serves
- Partnership of county, state, and federal governments reaching people in all 39 counties



These identified strengths should be included in written and oral communications when appropriate. The marketing process should create a unique position for Washington State University Extension.

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How You Can Help Market Washington State University Extension

When you are conducting any program, please:

- Always identify yourself as representing Washington State University Extension.
- Display a sign identifying Washington State University Extension. Podium signs, poster sheets, and banners are available through the county Extension office.
- Include a slide or transparency in your visual presentation identifying Washington State University Extension. A template is available at



<http://ext.wsu.edu/identity>

- Plan a few minutes to provide an overview of Washington State University Extension programs and strengths. Good sources of information can be found at



<http://ext.wsu.edu/overview.html>

and WSU Extension Across the State.



<http://ext.wsu.edu/about/documents/ExtBooklet.pdf>

- Wear your name badge.

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Non-Discrimination Statement

All material you develop for Extension must contain a statement of non-discrimination, which notifies the reader that programs are available to all. Details of required statements can be found at



<http://bfo.cahe.wsu.edu/personnel/civilrights>

For long-lived publications, such as bulletins and newsletters where space is not extremely limited, use this statement:

Extension programs and policies are consistent with federal and state laws and regulations on nondiscrimination regarding race, sex, religion, age, color, creed, national or ethnic origin; physical, mental or sensory disability; marital status, sexual orientation, or status as a Vietnam-era or disabled veteran. Evidence of noncompliance may be reported through your local Extension office.

We allow a shorter version to be used only where space is limited or materials are short-lived, such as letters and news releases:

Extension programs and employment are available to all without discrimination. Evidence of noncompliance may be reported through your local Extension office.

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Washington State University Extension is an important educational organization that contributes to the economic well-being and overall quality of life of citizens throughout the state. The ability to continue this critical work depends on the understanding, appreciation, and support of those we serve. Thank you for your role in consistently communicating on our behalf.

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Alternate formats of our educational materials are available upon request for persons with disabilities. Please contact the Information Department, College of Agricultural, Human, and Natural Resource Sciences.

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